



TFNIdentity[®]

**Generate New Revenue,
Increase Customer Engagement
and More with the
Newest Caller ID Platform**





75%

of consumers report
missing important calls

70%

do not answer if caller
number not recognized

88%

of business calls
go unanswered

How many times have you sent a call to voicemail because you didn't recognize the number and there was no Caller ID? For better or for worse, today's consumers are not only busy, they're discerning. Don't waste a customer's time by keeping them guessing – let them know who's calling each and every time!

How better to do this than with TFNIdentity®? A trusted repository for Toll-Free Caller ID information, TFNIdentity is a powerful solution that allows Responsible Organizations (Resp Orgs) to store Caller Name information (frequently referred to as CNAM) so that it can be displayed when a subscriber receives a call from a Toll-Free Number. Developed by Somos®, the administrator of the SMS/800 TFNRegistry® and authoritative source on Toll-Free data, TFNIdentity provides a platform customers can trust to deliver Caller ID information.

Toll-Free Numbers are an extension of a company's brand, so why not provide the opportunity to give your customers maximum visibility? Being able to recognize an incoming call not only provides an important competitive advantage for businesses looking to drive trust and maximize customer engagement; it helps your customers capture the attention of consumers and convert prospects into purchasers.

The Benefits are Countless – For Everyone!

Not only is TFNIdentity a smart business decision; it provides a win-win for everyone in the Toll-Free and greater telecommunications industry! From Resp Orgs to carriers to subscribers, TFNIdentity provides the competitive edge needed to stand-out in today's aggressive market:

- Resp Orgs open a new revenue stream while providing customers with a key differentiator
- Carriers optimize the inbound call experience which leads to higher call completion rates
- Consumers know who is trying to reach them and can answer the phone with confidence
- Businesses gain improved brand recognition as well as heightened customer trust, loyalty and satisfaction
- Service Providers for called parties are able to provide their customers with identifying Caller ID.

Simple, Solid and Streamlined:



Resp Orgs upload the Caller ID information for Toll-Free Numbers they manage into TFNIdentity



Through APIs or a user interface (UI), Resp Orgs can edit and maintain their records 24x7x365



Every TFNIdentity query helps maximize a business' brand recognition while creating a revenue stream for Resp Orgs



Strengthen trust, drive engagement and most importantly, increase call completion rates!

Visit somos.com/tfnidentity to participate in the evolution of Toll-Free Caller ID with TFNIdentity®



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